

**FOLEY****RECEIVED  
CENTRAL FAX CENTER****OCT 19 2004****FOLEY & LARDNER LLP  
ATTORNEYS AT LAW**321 NORTH CLARK STREET  
SUITE 2800  
CHICAGO, IL 60610-4764  
TELEPHONE: 312.832.4500  
FACSIMILE: 312.832.4700  
WWW.FOLEY.COM**FACSIMILE TRANSMISSION****Total # of Pages 10 (including this page)**

TO:	PHONE #:	FAX #:
Assistant Commissioner for Patents U.S. Patent & Trademark Office		703-872-9302

**From :** Foley & Lardner LLP  
**Email Address :** ChicagoIPDocketing@foley.com  
**Sender's Direct Dial :** 312.832.4559  
**Date :** October 19, 2004  
**Client/Matter No :** 042965-0104, 0102, 0105-  
**User ID No :**

**MESSAGE:**

If there are any problems with this transmission or if you have not received all of the pages, please call .

Operator:	Time Sent:	Return Original To: Laura M. Markham
-----------	------------	---

CONFIDENTIALITY NOTICE: THE INFORMATION CONTAINED IN THIS FACSIMILE MESSAGE IS INTENDED ONLY FOR THE PERSONAL AND CONFIDENTIAL USE OF THE DESIGNATED RECIPIENTS NAMED ABOVE. THIS MESSAGE MAY BE AN ATTORNEY-CLIENT COMMUNICATION, AND AS SUCH IS PRIVILEGED AND CONFIDENTIAL. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT OR ANY AGENT RESPONSIBLE FOR DELIVERING IT TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT YOU HAVE RECEIVED THIS DOCUMENT IN ERROR, AND THAT ANY REVIEW, DISSEMINATION, DISTRIBUTION OR COPYING OF THIS MESSAGE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND RETURN THE ORIGINAL MESSAGE TO US BY MAIL. THANK YOU.

**BEST AVAILABLE COPY**

OCT 19 2004 5:20PM

FOLEY & LARDNER

RECEIVED  
CENTRAL FAX CENTER

NO. 2131 P. 2

OCT 19 2004

**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Patent Appl. No.: 09/872,317**

**Filing Date: June 1, 2001**

**Title: Networked Broadcasting System with  
Provision for the Addition of  
Advertisements Or Messages**

**First Named Inventor: Norman Feuer**

**Attorney Docket Number: 042965/0104**

I hereby certify that this correspondence is  
being sent to: Assistant Commissioner for  
Patents, Washington, D.C. 20231, Via  
Facsimile at (703) 872-9302.

LAURA MARKHAM  
Name  
Laura Markham  
Signature  
10/19/04  
Date of Signature

**REQUEST FOR PERMISSION TO  
WITHDRAW AS ATTORNEY OF RECORD**

Assistant Commissioner for Patents  
Washington, DC 20231

Assistant Commissioner:

Effective immediately, the undersigned attorney, on behalf of all other attorneys with the law firm of Foley & Lardner ("Petitioner"), submits this Request for Permission to Withdraw as Attorney of Record for the Owner, Collegeplaybyplay.com, Inc. in the above-captioned patent matter, pursuant to 37 C.F.R. §§ 10.40(b)(4).

Petitioner has been given verbal permission to withdraw by Mr. Norman Feuer, President of Collegeplaybyplay.com, Inc. A copy of the transcribed voice mail message is attached. All files have been sent to Mr. Feuer. Copies of these files were not retained.

The undersigned is signing this Request for Permission to Withdraw on behalf of himself and the Foley & Lardner Attorneys associated with USPTO customer number 27433.

Request for Permission to Withdraw as Attorney of Record  
Attorney Docket No. 042965-0104

Finally, Petitioner states that all future correspondence should be sent directly to Mr. Norman Feuer, President of Assignee Corporation and first named inventor, at 3 Little Bay Harbor, Ponte Vedra, Florida 32082. Petitioner has also copied the Mr. Feuer on this Request.

Respectfully Submitted,

FOLEY & LARDNER

By: Michael D. Rechten #30,128  
Michael D. Rechten  
One of the Former Attorneys

Dated: October 18, 2004

FOLEY & LARDNER LLP  
321 North Clark Street  
Suite 2800  
Chicago, Illinois 60610  
312/832-4500 (telephone)  
312/832-4700 (facsimile)

cc: Mr. Norman Feuer

## -----Original Message-----

**From:** Unity Messaging System - ILCHIUN01  
**Sent:** Wednesday, September 15, 2004 12:29 PM  
**To:** Herold, Jane M.  
**Subject:** Message from 9049960415



VoiceMessage (255  
KB)

Hey yeah Jane, this is Norman Fuerer with College Play by Play. I understand what you need to do and I'm comfortable with you resigning. If you need to talk with me specifically well this will act as authorization for you to do that, that is fine. You can reach me at 904-996-0415, 904-996-0415. Thanks.

OCT 19 2004

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****Patent Appl. No.: 09/872,258****Filing Date: June 1, 2001****Title: Networked Broadcasting System with  
Demographically Controlled  
Advertisement Selection****First Named Inventor: Norman Feuer****Attorney Docket Number: 042965/0102**

I hereby certify that this correspondence is  
being sent to: Assistant Commissioner for  
Patents, Washington, D.C. 20231, Via  
Facsimile at (703) 872-9302.

LAURA MARCHAN  
Name  
Laura Marchan  
Signature  
10/19/04  
Date of Signature

**REQUEST FOR PERMISSION TO  
WITHDRAW AS ATTORNEY OF RECORD**

Assistant Commissioner for Patents  
Washington, DC 20231

Assistant Commissioner:

Effective immediately, the undersigned attorney, on behalf of all other attorneys with the law firm of Foley & Lardner ("Petitioner"), submits this Request for Permission to Withdraw as Attorney of Record for the Owner, Collegeplaybyplay.com, Inc. in the above-captioned patent matter, pursuant to 37 C.F.R. §§ 10.40(b)(4).

Petitioner has been given verbal permission to withdraw by Mr. Norman Feuer, President of Collegeplaybyplay.com, Inc. A copy of the transcribed voice mail message is attached. All files have been sent to Mr. Feuer. Copies of these files were not retained.

Request for Permission to Withdraw as Attorney of Record  
Attorney Docket No. 042965/0102

The undersigned is signing this Request for Permission to Withdraw on behalf of himself and the Foley & Lardner Attorneys associated with USPTO customer number 27433.

Finally, Petitioner states that all future correspondence should be sent directly to Mr. Norman Feuer, President of Assignee Corporation and first named inventor, at 3 Little Bay Harbor, Ponte Vedra, Florida 32082. Petitioner has also copied the Mr. Feuer on this Request.

Respectfully Submitted,

FOLEY & LARDNER

By:

 #30,128

Michael D. Rechten

One of the Former Attorneys for Owner

Dated: October 18, 2004

FOLEY & LARDNER LLP  
321 North Clark Street  
Suite 2800  
Chicago, Illinois 60610  
312/832-4500 (telephone)  
312/832-4700 (facsimile)

cc: Mr. Norman Feuer

## -----Original Message-----

**From:** Unity Messaging System - ILCHIUN01  
**Sent:** Wednesday, September 15, 2004 12:29 PM  
**To:** Herold, Jane M.  
**Subject:** Message from 9049960415



VoiceMessage (255  
KB)

Hey yeah Jane, this is Norman Fuerer with College Play by Play. I understand what you need to do and I'm comfortable with you resigning. If you need to talk with me specifically well this will act as authorization for you to do that, that is fine. You can reach me at 904-996-0415, 904-996-0415. Thanks.

OCT 19 2004 5:21PM

FOLEY & LARDNER

RECEIVED  
CENTRAL FAX CENTER

NO. 2131 P. 8

OCT 19 2004

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Patent Appl. No.: 09/872,224**

**Filing Date: June 1, 2001**

**Title: Networked Broadcasting System and  
Traffic System for Multiple Broadcasts**

**First Named Inventor: Norman Feuer**

**Attorney Docket Number: 042965/0105**

I hereby certify that this correspondence is  
being sent to: Assistant Commissioner for  
Patents, Washington, D.C. 20231, Via  
Facsimile at (703) 872-9302.

LAURA MARKHAM  
Name  
[Signature]  
Signature  
10/19/04  
Date of Signature

**REQUEST FOR PERMISSION TO  
WITHDRAW AS ATTORNEY OF RECORD**

Assistant Commissioner for Patents  
Washington, DC 20231

Assistant Commissioner:

Effective immediately, the undersigned attorney, on behalf of all other attorneys with the law firm of Foley & Lardner ("Petitioner"), submits this Request for Permission to Withdraw as Attorney of Record for the Owner, Collegeplaybyplay.com, Inc. in the above-captioned patent matter, pursuant to 37 C.F.R. §§ 10.40(b)(4).

Petitioner has been given verbal permission to withdraw by Mr. Norman Feuer, President of Collegeplaybyplay.com, Inc. A copy of the transcribed voice mail message is attached. All files have been sent to Mr. Feuer. Copies of these files were not retained. Mr. Feuer was also advised that this application has a pending office action and that the initial deadline for filing a response to the Office Action is October 20, 2004.



Request for Permission to Withdraw as Attorney of Record  
Attorney Docket No. 042965/0102

The undersigned is signing this Request for Permission to Withdraw on behalf of himself and the Foley & Lardner Attorneys associated with USPTO customer number 27433.

Finally, Petitioner states that all future correspondence should be sent directly to Mr. Norman Feuer, President of Assignee Corporation and first named inventor, at 3 Little Bay Harbor, Ponte Vedra, Florida 32082. Petitioner has also copied the Mr. Feuer on this Request.

Respectfully Submitted,

FOLEY & LARDNER

By: M.D. Rechten # 30,128

Michael D. Rechten

One of the Former Attorneys for Owner

Dated: October 18, 2004

FOLEY & LARDNER LLP  
321 North Clark Street  
Suite 2800  
Chicago, Illinois 60610  
312/832-4500 (telephone)  
312/832-4700 (facsimile)

cc: Mr. Norman Feuer

-----Original Message-----

**From:** Unity Messaging System - ILCHIUN01  
**Sent:** Wednesday, September 15, 2004 12:29 PM  
**To:** Herold, Jane M.  
**Subject:** Message from 9049960415



VoiceMessage (255  
KB)

Hey yeah Jane, this is Norman Fuerer with College Play by Play. I understand what you need to do and I'm comfortable with you resigning. If you need to talk with me specifically well this will act as authorization for you to do that, that is fine. You can reach me at 904-996-0415, 904-996-0415. Thanks.

**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☐ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☒ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** \_\_\_\_\_

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**